

ORDER



Orders
Order / Rev: 69326
Alt Order #: /Brad
Product Desc: Americans for Prosperity
Estimate: 72
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans for Prosperity
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	28	\$54,250.00	\$46,112.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	28	\$54,250.00	\$46,112.50	0.00
Totals	28	\$54,250.00	\$46,112.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	28%	\$54,250.00
Market	100%	\$193,750.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$139,500.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/01/12	11/02/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	---TF--	1:00	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
Romney															
N 2	WHP	11/01/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	---TF--	1:00	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---TF--		2		\$650.00		0.00					
N 3	WHP	11/01/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	---TF--	1:00	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---TF--		2		\$650.00		0.00					

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Advertiser: Americans for Prosperity
Product Desc: Americans for Prosperity
Estimate: 72

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N16	WHP	11/05/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-----	1:00	1	\$650.00	P-1	0.00	NM	1	\$650.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$650.00		0.00						
N17	WHP	11/05/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-----	1:00	1	\$650.00	P-1	0.00	NM	1	\$650.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$650.00		0.00						
N18	WHP	11/05/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$800.00		0.00						
N19	WHP	11/05/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$3,000.00		0.00						
N20	WHP	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$4,000.00		0.00						
													Totals	28	\$54,250.00